Winston Select Direct Account Fact Sheet

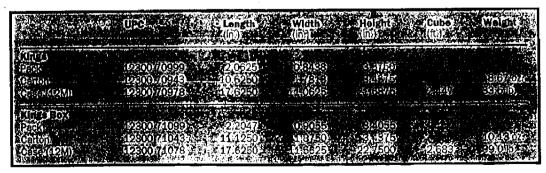
SELECT Smooth From Winston

- Product blend modified for an even smoother smoke designed to appeal to Marlboro smokers.
- · Very distinctive and different taste than Winston.
- Contemporary new packaging which positions the brand as a true flanker while maintaining the quality and heritage of the Winston brand name.
- All packaging will be sniped with Buy One Get One Free/Buy Five Get Five Free offer, and supported with point-of-sale materials.

Introductory Allowance/Timing/Allocations

- First available delivery to Directs will be June 28.
- \$6 per allocated 12M case on full allocation (20¢ per carton based on 30 carton 12M case cost).
- · Allowances will be paid via credit memo.
- · Allocations established to provide fair and equitable availability.

Product UPC's/Dimensions



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A New Smooth From Winston

- · A new smooth Lights product designed to appeal to Mariboro Lights smokers.
- · Very different taste than WINSTON Lights.
- Contemporary, new packaging and white filter tips signal smokers this product is lighter and smoother, yet has all the quality expected with the WINSTON name.
- Available in Light Kings Soft Pack and Light Kings Box (Light 100's Soft Pack and Slims Light 100's Box styles are available in selected areas).
- Will be launched with extensive Buy One Get One/Buy Five Get Five "Challenge to Marlboro Lights Smokers" advertising.

Introductory Allowance/Timing/Allocations

- First available delivery to Directs will be July 12.
- \$24 per allocated 12M case on Initial Allocation (48¢ per standard full cost 12M).
- 14 additional day terms on Initial Allocation.
- \$6 per allocated 12M case on sustaining allocation (20¢ per carton based on 30 carton 12M case cost).
- · Allowances will be paid via credit memo.
- · Sustaining allocations established to provide fair and equitable availability.

Product UPC's/Dimensions

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